

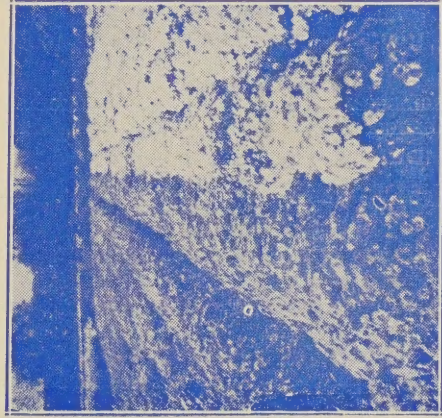
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C. C. BRECE

R. 2

DELAWARE, OHIO



Partial View of Our Stock Plants

HARDY CHRYSANTHEMUMS FOR 1954

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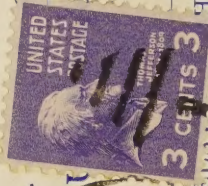
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DELAWARE OHIO

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(GPO)



HARDY CUSHION CHRYSANTHEMUMS

This is the most popular and outstanding class of Hardy Mums available today. They produce a truly amazing display of flowers early in the Fall. Hundreds of flowers on a single plant completely hide the foliage. All grow compact and bushy, 12 to 15 inches tall and about two feet across. They are self branching and need no pinching to make short bushy plants.

They flower early, usually about September 10th or 15th, and continue in full display until late October. The flowers are substantial and durable and the usual early October frosts do not harm them for garden display. Flowers are $2\frac{1}{4}$ inches across and semi-double. When mature, most show a yellow center.

SENSATIONAL AS POT PLANTS

Undoubtedly Cushion Mums will give the greatest display and are the most easily grown Pot Mums on the market. No pinching or staking is required. And they have loads of flowers. A good 6 inch potted Cushion will carry 200 individual flowers.

DISPLAY PLANTING

A good display of plants in bloom along the street or highway will sell itself. Their value as an attraction and advertisement of your business is worth many times their cost. Some growers retail thousands during a single fall season. Good plants will sell readily at 75c or \$1.00 and single orders of \$20.00 are not uncommon. Figuring cost of production, no water, no coal, no delivery, the net profit will be large. Plant at least 18 by 24 inches.

CHAMPION CUSHION. Red-bronze or rust-colored flowers. This replaces the old Bronze Cushion in our list because it has better foliage and color.

Rooted cuttings — \$6.00 per 100 Prepaid

LINDA SUE. Orange red. This new variety is quite similar to Major Cushion in growth, forming a close knit, rounded plant. Flowers are held close to the foliage and the color is very striking. It blooms early and makes a fine pot plant. We recommend it highly without reserve.

Rooted cuttings — \$8.00 per 100 Prepaid

MAJOR CUSHION. Bright pink flowers. Leaves and petals are of heavy substance. Growth is close-knit and quite symmetrical. Mature flowers show very little open-center. This is the ideal Cushion type. It is much better, and replaces the old Pink Cushion.

Rooted cuttings — \$9.00 per 100 Prepaid

RED CUSHION. Beautiful bright red flowers. Grows somewhat larger than the other colors.

Rooted cuttings — \$6.00 per 100 Prepaid

STARDUST. Our own 1949 introduction.

A dark bronze-red, double flower of 2¼ inches. Mature flowers are a beautiful shade of true bronze. Growth habit is slightly more erect and its blooming season considerably earlier than most Cushions. It's exceptionally hardy and unexcelled for garden display.

Since we introduced Stardust in 1949 we have found no faults in it. We now consider it one of the best Hardy Mums we ever grew. It always gives a grand display before early frosts; it is hardy as a rock; stems are long enough to cut; and it has a beautiful deep dark bronze-red color. As it grows semi-erect and always has heavy, dark-green foliage, it is an excellent pot plant.

Rooted cuttings — \$6.00 per 100 Prepaid

YELLOW CUSHION. Golden yellow flowers. Plants make a strong, vigorous growth. Leads all other colors in retail demand.

Rooted cuttings — \$6.00 per 100 Prepaid

YELLOW SUPREME. Bright yellow, full double flowers of 2 inches. Plant grows about 15 inches tall. Blooms profusely from late Sept.

Rooted cuttings — \$6.00 per 100 Prepaid

ALL MUM CUTTINGS SENT PARCEL POST PREPAID

25 of an item sold at the 100 rate
Not less than 25 of an item sold.

If wanted by express collect, deduct ½ cent per cutting

GUARANTEE

We guarantee our Chrysanthemum cuttings to be true to name, well rooted and carefully packed.

Our Stock Plants are Field Grown and State Inspected.
C. C. BREECE, Delaware, Ohio

ALGONQUIN. Golden yellow double flowers of 2½ inches are carried in fine sprays. Excellent early cut flowers, though a little short. Fine color, excellent growth habit and earliness of flowering combine to make this an outstanding early hardy variety. 1½ ft. September 15.

Rooted cuttings — \$6.00 per 100 Prepaid

AVALANCHE. A large, 3½ inch flower, perfectly double, pure white when mature. Young flowers show a cream center. Grows 2 ft. tall, and branches much like the Annual Asters. These giant individual flowers may be used to great advantage in funeral sprays or basket work. Avalanche should be No. 1 on the list of any retail florist. It has been our best seller among the cut flower varieties. Flowers freely and quite early, September 20.

Rooted cuttings — \$6.00 per 100 Prepaid

BARBARA SMALL. A pink, double incurved flower of 3 inches. Color is dark lavender pink; darker than Lavender Lady and lighter than Jewel, and we do not see how it could be much improved.

Excellent cut flower. Grows erect, 2½ ft. Blooms Sept. 15 or 20.

Rooted cuttings — \$6.00 per 100 Prepaid

ALL MUM CUTTINGS SENT PARCEL POST PREPAID ORDER EARLY

So that we may ship your order complete at the time you want. Rooted cuttings will be ready from early February to late June.

If wanted by express collect, deduct ½ cent per cutting

BURGUNDY. A wine red, double flower of 2½ inches. It grows fairly tall, makes a fine cut flower. Blooms Oct. 1. Its soft red color is unusual in Mums. Beautiful foliage and type of growth.

Rooted cuttings — \$6.00 for 100 Prepaid

CANARY WONDER. Soft, canary yellow, ball-shaped flowers on long stems. Exactly the same as White Wonder in all respects excepting color. It makes an extra good cut flower and produces heavily. 2½ ft. tall. Blooms Oct. 1.

Rooted cuttings — \$7.00 per 100 Prepaid

CARNIVAL. Large, brilliant red flower with blending tints of orange and bronze. 3 inches in size and perfectly double. Blooms Oct. 10. Grows vigorously and erect. It has been given considerable publicity to the retail trade, and we feel that it does merit top rating.

Rooted cuttings — \$8.00 per 100 Prepaid

CHARLES NYE. Bright golden yellow, full double flowers of 2½ inches. Flowers are somewhat ball shaped and carried in clusters at the top of strong sturdy branches, 2 ft. tall. This is the ideal type for cut flowers. Substance and shape of the petals and flowers are such that they will withstand bunching and shipping in good condition. Without reservation we give it the highest rating as to quality and all-around usefulness. Flowers September 25.

Rooted cuttings — \$6.00 per 100 Prepaid

GOLDEN MEMORIES. Golden yellow, close knit, ball-shaped flowers of 2 inches. This variety grows much like the Cushions, but is slightly taller. It has heavy, dark green foliage. Makes a fine pot plant. It is quite hardy and blooms about Sept. 25.

Rooted cuttings — \$6.00 per 100 Prepaid

GOLD SPOON. Large, golden yellow flowers in great profusion on plants of medium height. Gives a fine garden display from Oct. 1 on. Its masses of flowers and branching habit of growth make it a fine variety for Fall sales.

Rooted cuttings — \$7.00 per 100 Prepaid

ALL MUM CUTTINGS SENT PARCEL POST PREPAID

25 of an item sold at the 100 rate

Not less than 25 of an item sold.

If wanted by express collect, deduct ½ cent per cutting

HEATHERBLOOM. Double, light rose pink flower of 2 inches. Plants grow 18 inches tall in a many-branched, symmetrical shape. Blooms profusely from mid-Sept. on. It is one of the earliest varieties to be in full bloom. Quite hardy.

Rooted cuttings — \$6.00 per 100 Prepaid

HOLIDAY. A superb new variety. Large 3 inch gold-bronze flowers on plants 30 to 36 inches tall. A fine cut flower. Grows vigorously and flowers freely about Oct. 1. Excels all other varieties in its color and type.

Rooted cuttings — \$9.00 per 100

LAVENDER LADY. Beautiful pure lavender double flowers of 3 inches. This is a variety of perfect growth habit and flower form. Color is a lovely pastel shade, unique among all other Mums. It has held a leading position among the cut flower varieties for several years, and it may be many more before any kind takes its place. Excellent cut flower. Grows 2 ft. tall, blooms October 5.

Rooted cuttings — \$7.00 per 100 Prepaid

LEE POWELL. Beautiful golden yellow, 3 inch flowers on tall plants, 30 inches or over. A husky, vigorous variety with loads of long-stemmed flowers Oct. 1. It is a valuable new addition to the Hardy Mums and a favorite with all. No grower should be without it. Quite hardy.

Rooted cuttings — \$7.00 per 100

MALINDA BROWN. A remarkably fine new rose pink variety with large 3 inch flowers. Grows in a branching habit about 2 ft. tall. A vigorous and hardy plant. Unexcelled for garden display. A fine pot plant. Loads of large size flowers with stems long enough to cut. In full bloom late Sept.

Rooted cuttings — \$7.00 per 100

OLIVE LONGLAND. Apricot pink, full double flower of 3 inches. This has a lovely pastel color, blooms freely, quite early, grows vigorously with fine foliage. A super quality introduction of the University of Chicago. It is practically perfect in all respects. Excellent cut flower. Grows erect, 2 ft. Blooms September 20.

Rooted cuttings — \$6.00 per 100 Prepaid

ALL MUM CUTTINGS SENT PARCEL POST PREPAID

25 of an item sold at the 100 rate

Not less than 25 of an item sold.

If wanted by express collect, deduct ½ cent per cutting

PINK RADIANCE. A beautiful, iridescent pink. Flower is double, with small center showing, when mature. The ideal cut flower type. Loads of flowers on graceful, branching sprays. Grows vigorously, fairly tall. Quite early, in full bloom late September. Extra hardy.

Rooted cuttings — \$6.00 per 100 Prepaid

POLAR ICE. A pure white double flower of 3 inches. Grows vigorously, flowers freely and bunches nicely. This flower is a pure white at all times, without the cream center in young flowers as in Avalanche. Petal arrangement is somewhat open, and it shows a small center when mature. University of Chicago introduction. Excellent cut flower. Grows erect, 2½ ft. Blooms Sept. 10-15.

Rooted cuttings — \$6.00 per 100 Prepaid

RED BANK. A brilliant, glowing red flower of 2¼ inches, with golden yellow centers. Duplex daisy type. Color combination is quite striking and showy. Even at a distance, among many varieties, the eye is drawn to the bright fiery red color of Redbank. University of Chicago introduction. Excellent cut flower. Grows erect, 2 ft. Blooms, September 15.

Rooted cuttings — \$6.00 per 100 Prepaid

RED RIDING HOOD. An iridescent, bright red, full double flower of 3 inches. Erect, sturdy growth of 2 ft. Good cut flower. A good variety for Fall retail sales. Blooms October 5.

Rooted cuttings — \$6.00 per 100 Prepaid

RED VELVET. Dark crimson, double flowers of 3 inches. Sturdy erect plant of neat trim growth habit. Good foliage and good cut flower. This variety has had considerable publicity with the retail trade and has become popular and in good demand. Height 2 ft. Blooms about October 5.

Rooted cuttings — \$6.00 per 100 Prepaid

TIFFANY ROSE. An iridescent, old rose flower of 3 inches. It is double, somewhat flat in shape and the plant blooms profusely. Ht. 18 to 24 inches. An excellent cut flower and fine for border or garden display planting. Grows slightly bushy, blooms late Sept.

Rooted cuttings — \$6.00 per 100 Prepaid

ALL MUM CUTTINGS SENT PARCEL POST PREPAID

If wanted by express collect, deduct ½ cent per cutting

WHITE WONDER. This is a sport from Early Wonder. It is the same in all respects, excepting color. It is pure white and an excellent cut flower. Always plenty of stem length. Blooms early, about Sept. 20.

Rooted cuttings — \$6.00 per 100 Prepaid

WINTERSET. A pure white, full double flower of 3 inches. Grows vigorously, fairly tall, and has a fine branching habit. Loads of flowers about Oct. 1. Excellent for both garden and cut flowers. It is extra hardy, and we believe its outstanding qualities will rank it among the best.

Rooted cuttings — \$6.00 per 100 Prepaid

YELLOW AVALANCHE. The regular Avalanche with soft yellow flowers. Color is not pale, but a warm, mellow yellow. Plants grow 2 ft. tall with double, 3 inch flowers. Blooms early, from mid-Sept. on. Always popular in Fall sales, and an excellent cut flower.

Rooted cuttings — \$7.00 per 100 Prepaid

YELLOW BEAUTY. Our introduction for 1951.

Golden yellow flowers of large button type on erect growing plants 30 inches tall. In full bloom about Oct. 10. We have found it to be an exceptionally hardy variety. It blooms very freely and has excellent heavy foliage. A fine hardy garden variety and one of the best for cut flowers.

Rooted cuttings — \$7.00 per 100 Prepaid

YELLOW SPOON. Butter yellow, 3 inch flowers of the true spoon type. Grows 24-30 inches tall and is quite hardy. Excellent cut flower. Fine garden item.

Rooted cuttings — \$6.00 per 100 Prepaid

ALL MUM CUTTINGS SENT PARCEL POST PREPAID

If wanted by express collect, deduct ½ cent per cutting

COMBINATION SPECIALS

We can offer the following collections to those growers who want a nice assortment, but are not too familiar with the various varieties. We will make a nice selection of colors, with approximately half being cut flower varieties, and half being the shorter, garden display varieties.

All will be labeled with variety name.

The same top quality stock we regularly ship.

Special No. 1 — Prepaid

250 Rooted Cuttings, Our Selection, \$15.00

25 each of 10 varieties

Special No. 2 — Prepaid

375 Rooted Cuttings, Our Selection \$22.50

25 each of 15 varieties

Special No. 3 — Prepaid

500 Rooted Cuttings, Our Selection, \$30.00

25 each of 20 varieties

ALL MUM CUTTINGS SENT PARCEL POST PREPAID

If wanted by express collect, deduct $\frac{1}{2}$ cent per cutting

HARDY CHRYSANTHEMUMS FOR CUT FLOWERS

There are now many varieties flowering in September and early October which make first class cut flowers. They can be sold in direct competition to cloth house Pompons. The cost of production of such hardy Mums is only a small fraction of regular cloth house shaded stock. Production on field-grown plants has run two 10 oz. bunches to a plant on some varieties. Many growers, both wholesale and retail, would profit greatly by a better acquaintance with the hardy varieties. While the outdoor crop is not usually quite the equal of choice indoor stock, all factors of labor and expense are in favor of the Hardy Mums. The grower-retailer who has his own flowers is much more favorably situated than the one who must depend on the market. The flowers will last for several weeks on the plants in the field. Even if every flower is not used, enough will be produced to lower your cut flower bills considerably at this season. The fact that indoor stock sells from \$1.00 per bunch and up, cannot be profitably ignored.

The usual method is to plant in the field in late May or early June. Set 15 to 18 inches apart in the row and the rows 24 to 30 inches apart. With hand cultivation, good stock may be produced as close as 10 by 20 inches. Keep the soil cultivated and the weeds down. Growers who sell to the wholesale trade usually plant in beds. Beds are 4 to 4½ ft. across and the plants are set 8 by 8 inches. Usually 3 lbs. of 4-12-4 or 5-10-5 fertilizer to 100 sq. ft. is worked into the ground before the plants are set. And an additional light application when the plants are 10 to 12 inches tall. Beds should be level both ways. Keep cultivated the first half of the season. Water in dry weather to a depth of 6 inches once a week after the plants are established. Use a sprinkler. Lack of water will result in hard wood and short stems.

Use a framework of stakes and wire and a cloth cover, if necessary, to avoid frosts. A single wire about 18 inches from the ground on both sides of the bed is sometimes all that is needed to support the hardy varieties. The indoor system of a wire between each row and a cross-string between each plant is good insurance against wind and rain storms.

BUNCHING. This is important and some experience and care are needed. Cut stems as long as possible, but avoid the lower hardwood. Hold in water, out of drafts, in a cool place over night. Remove the lower leaves. Weigh bunches to 9 or 10 oz. Tie the lower ends securely. Grade out all old or damaged flowers and all non-flowering branches. Appearance of the finished bunches is important. If they are shipped or delivered in cartons, pack securely but do not crowd too much. And do not put too much weight in a single carton.

The time to set varies with the locality. Here they should be set in May or early June. Set as early as possible after frosts are over. A longer growing season will make longer stems. All too often, young stock is held in small pots too long and they become stunted and woody. Such stock planted in the hot weather of late June or July start slowly, and seldom bring much profit to the grower. For cut flowers, no effort should be spared to plant early and to keep the stock growing vigorously throughout the season.

NOTES ON POT CULTURE

The size of the finished plant determines the time of the first potting. For 8 inch— late April or early May; 6 inch— early May; 5 inch— late May or early June; 3 cuttings to a pot in late June or early July will make good 5 and 6 inch. After the plants are established in the larger pots, they may be carried along in the greenhouse or plunged in outdoor frames. Some growers lift plants from the field in August, but such plants must be shaded and syringed the first week after potting to avoid loss of foliage.

WATER. ...Possibly the most important and the most neglected item in the culture of pot Mums. Water sparingly until the plants are partially pot bound. Do not allow them to wilt much at any time, and do not allow them to root through the pots into the soil beneath the pots.

PINCHING. All varieties, excepting the Cushions, require regular pinching. Pinch off the center of the shoot soon after the plants are established in small pots. A second pinch three weeks after the first, and a third pinch three weeks after the second are usually sufficient to produce dwarf, sturdy plants.

FERTILIZER. Any ordinary potting soil will do. Avoid the sandy types, as such require more water. A 4 inch potful of 4-12-4 fertilizer to a wheelbarrow of soil gives good results. After the plants are 1-3 or 1-2 of mature size, feed every 2 or 3 weeks. Leaf burn will result from too much. Do not feed after buds show color.

INSECTS. A weekly nicotine spray, especially if the plants are under glass, is cheap insurance against aphids. Use DDT for thrip.

SPACING. Whether the plants are growing out doors or inside, they should never be crowded. Allow plenty of air and light on all sides. This is quite important in late summer when the plants are of large size.

SALES NOTES

SPRING SALES. Retail sales of Hardy Mums should be encouraged in the Spring. The plants are much easier to handle than Fall clumps, and the price usually is about $\frac{1}{2}$ that of field clumps. In addition to the regular Spring season, they are a good item to push during June and early July.

All labels should have the variety name, color, height and blooming season. Rooted cuttings should be potted in pots from 2 to 3 inches in size. They should be ready to retail in 3 to 5 weeks. After they are established, they may be plunged in cold frames. Some remove the pots and a plant in peat beds.

They will grow fast if the soil is rich and they have plenty of water. Use plenty of ventilation under glass. One tip pinching when the plants of erect growing varieties are 6 to 8 inches tall should be sufficient.

FALL SALES. Most Hardy Mums are sold as dug directly from the field. However, to handle large quantities, it is better to dig the plants from the field and heel them in a display bed of sand, peat, sawdust or soil. Better display is secured and much of the salesman's time is saved. Also the plants may be watered and sold with the roots moist. This is important in dry Fall seasons. If possible plant one variety to a row, or in a block of adjoining rows. 3 or 4 varieties in one row or one variety in 3 or 4 places in the display grounds is not usually very effective.



PACIFIC HYBRID DELPHINIUMS

The individual florets are of immense size, many being well over two inches across. Practically all of the flowers are double and the colors range through many new tones and shades. The plants grow to a height of five or six feet, and many have flowers for 3 ft. or more of their length. Stalks are tough and do not break easily in the wind. Usual wholesale prices are from \$2.50 to \$4.00 per dozen spikes. They are of easy culture and make a highly profitable crop.

BLUE BIRD. Dark blue.

GALAHAD. White.

KING ARTHUR. Purple.

SUMMER SKIES. Light blue.

ROUND TABLE. Choice mixture.

Plants from 2 inch pots, \$10.00 per 100; \$95.00 per 1000.

BALTIC IVY

This is the hardiest Ivy. It has dark green, medium size leaves which have silver veins. The evergreen foliage is graceful and distinctive. It will cling to masonry walls, and make a fine ground cover. It will grow under trees where it is too shady for grass, and it will cover slopes where it would be difficult to establish grass. Allow one plant per square foot of area.

Plants from 2 inch pots— \$10.00 per 100; \$95.00 per 1000.

Transplants from flats— \$8.00 per 100; \$75.00 per 1000.

SHASTA DAISY MAJESTIC

This is the best single Shasta for cut flowers. It has a large flower, 4 inches across and more, and a stem length of 36 inches. Petals are pointed and it has a frilled arrangement towards the center. It thus has a more graceful and airy appearance than the common Daisies. It can be used as the main flower in arrangements. In season, it is sold in all cut flower markets in both the natural white and dyed colors. Prices range from \$1.50 to \$2.00 per dozen for good stock. It grows vigorously and is quite hardy. In bloom here from late June until late July.

Plants from 2 inch pots— \$15.00 per 100; \$140.00 per 1000.

EUONYMUS

The three shrub varieties have different leaf types, but they grow much the same, 4 to 6 ft. tall, and may be used for the same purpose such as hedge, foundation plantings or as individual specimens. They can be trimmed and shaped easily. Foliage is evergreen. They will do well in wet or dry places and in the sun or shade. They can be move at all times of the year bare root.

PATENS NEWPORT. Large leaf type.

CARRIERI. Small leaf type.

ERECTA. Small leaf with silver veins.

COLORATUS. This is a vine for ground cover or walls. Evergreen foliage changes to purple red in the winter.

2 inch pots— \$10.00 per 100; \$95.00 per 1000.

2 year bed transplants— \$25.00 per 100.

COLUMBINE

ELLIOTT HYBRIDS. Mammoth, long-spurred flowers in all shapes of white, red, yellow and blue. Beautiful cut flowers. Perfectly hardy.

2 inch pots— \$9.00 per 100

LYTHRUM

MORDEN PINK. Pure pink flowers resembling Larkspur. A fine garden plant and cut flower. Perfectly hardy and will do well in wet or dry places.

2 inch pots— \$10.00 per 100

PINKS

DOUBLE SCOTCH. Resembles the Hardy Carnations. The flowers are smaller but they bloom more freely.

2 inch pots— \$8.00 per 100



PETUNIAS

Petunias are an easily grown, quickly-produced, cool weather crop. They are grown in many ways and easily sold in various sizes. Cold-frames may be used. All of which simply means— PROFITS.

There is always a good demand for Petunias for Mother's Day and Decoration Day. The immense ruffled flowers and bright colors sell themselves.

Give them rich soil but do not over-water. A month or six weeks in a cold frame will produce perfect stock.

DWARF CALIFORNIA GIANTS. Romona strain. Dwarf, compact growth, especially suited for pot plants. Immense 4 and 5 inch, flowers are freely produced. All are ruffled and fringed and come in a wonderful variety of colors. We believe this to be the finest strain of Dwarf Giants available.

Transplants— \$3.50 per 100; \$32.50 per 1000

CELESTIAL ROSE. Bright rose pink. Nothing better for combination pots or beds.

Transplants— \$2.50 per 100; \$22.50 per 1000

We cannot ship less than 100 of an item in transplants.

1913 — 1954

41 YEARS OF SERVICE

Since 1913 we have been growing and shipping plants for the wholesale trade. Many things have changed, but the basic principles of our business are the same today as then— Good Plants at Fair Prices with careful packing and prompt shipment.

Our long experience and expert workmen enable us to ship plants to all parts of the U.S. Our packing methods are time-tested and proven. Close attention is given to every detail so that you may receive your plants in the best of condition.

We wish to thank you for your orders in the past and trust that we may continue to serve you.

TERMS

CASH WITH ORDER

25 of an item sold at the 100 rate.

Not less than 25 of an item sold.

We endeavor to keep varieties true to name, and will replace any stock not true.

ORDERS FOR FUTURE DELIVERY
Booked Subject to Crop

SHIPPING DIRECTIONS

ALL MUM CUTTINGS SENT PREPAID PARCEL POST

If wanted by express collect, deduct $\frac{1}{2}$ cent per cutting.

All other stock will be send by Railway Express, collect.

C. C. BREECE

R. 2

DELAWARE, OHIO



Partial View of Our Stock Plants

**HARDY
CHRYSANTHEMUMS**

1954

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DELAWARE, OHIO